

REMARKS/ARGUMENTS

Reconsideration and allowance of this application are respectfully requested. Currently, claims 7-15, 17 and 27-31 are pending in this application.

Rejections Under 35 U.S.C. §102 and §103:

Claims 7-11, 17 and 30-31 were rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Christianson et al (U.S. '186, hereinafter "Christianson"). Applicant respectfully traverses this rejection.

For a reference to anticipate a claim, each element must be found, either expressly or under principles of inherency, in the reference. Each element of the claimed invention is not found in Christianson. For example, Christianson fails to disclose a first searching agent for searching a first advertising board for advertising services of information brokers and a second searching agent for searching a second advertising board for advertising services of at least two separate information content suppliers, as required by independent claims 7 and 31. Christianson also fails to disclose a first searching agent for searching a content service provider advertising board for advertising at least two separate content service providers and a second searching agent for searching a broker advertising board, as required by independent claim 17. Christianson also fails to teach or suggest a customer agent for searching a service agent board for advertising services of service agents, and a customer provider agent board for

advertising the services of at least two separate information content providers, wherein a selected service agent selects at least one information content provider from the customer provider. A relationship between a content or service provider/supplier (source) and end users (customers) is established by interposing a broker. A commercial relationship is thus established between broker and client, rather than directly between sources and end users.

Each of the claims thus refers to plural "information content providers", "information content suppliers" or "content service providers". Any interpretation involving a single source as an advertising board is therefore erroneous. For example, any claim interpretation of the claims equating a single source as its own advertising board employs a misinterpretation of the claims.

Christianson discloses a netbot 5 arranged between a user computer 3 and information sources (websites) 7. The netbot acts as a user's intelligent assistant by tracking available network information sources, knowing the relevant information and features of each particular source, and upon user request determining which sources are relevant to a given query, forwarding the query to the most relevant information sources, understanding the responses returned from each source, and integrating and intelligently presenting the query results to the user.

However, Christianson fails to disclose the two advertising board system as claimed. In particular, the information sources 7 do not advertise services on advertising boards. Moreover, the netbot 5 is not selected via a search of another advertising board.

The Office Action apparently indicates that col. 4, lines 46-48 of Christianson discloses two advertising boards and their associated search agents as claimed. Applicant respectfully disagrees. Col. 4, lines 44-50 of Christianson states the following:

“The integrator module accepts a user query from the user interface module, selects relevant information sources, formats it for network transmission to each relevant information source, receives responses from these sources, understands these responses, and passes the relevant portions of the responses back to the user interface module for display to the user.”

In the above noted portion of Christianson, the integrator module of the netbot 5 appears to act as an information intermediary between the user and the information sources. However, there is no disclosure or suggestion of, for example, an advertising board for advertising information broker services since the integrator of the netbot 5 serves as the information intermediary in all cases. For example, there is no advertising board for advertising services of a plurality of possible netbots or a searching agent for searching and selecting a particular netbot from such an advertising board. The integrator merely interprets the user query, selects information sources, receives responses and selects from the responses before returning information to the user. Moreover, there is no further disclosure

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or even suggestion of a second advertising board for advertising the services of information content suppliers.

Accordingly, Applicant respectfully submits that claims 7-11, 17 and 30-31 are not anticipated by Christianson and respectfully requests that the rejection of these claims under 35 U.S.C. §102(e) be withdrawn.

Claims 12-15 and 27-29 were rejected under 35 U.S.C. §103 as allegedly being unpatentable over Christianson in view of Burt et al (U.S. '482, hereinafter "Burt"). Since claims 12-15 and 27-29 at least indirectly depend from independent claim 7, Applicant submits that the comments made above with respect to claim 7 apply equally to claims 12-15 and 27-29. Applicant submits that Burt fails to remedy the above described deficiencies of Christianson. Applicant thus respectfully requests that the rejection under 35 U.S.C. §103 be withdrawn.

Conclusion:

Applicant believes that this entire application is in condition for allowance and respectfully requests a notice to this effect. If the Examiner has any questions or believes that an interview would further prosecution of this application, the Examiner is invited to telephone the undersigned.

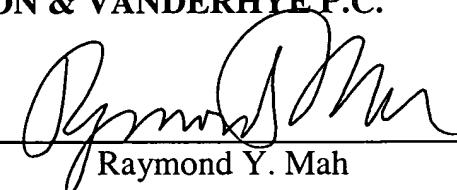
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Respectfully submitted,

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